



**CIVIC AFFAIRS COMMITTEE
MEETING MINUTES**

September 8, 2015

CIVIC AFFAIRS COMMITTEE MEMBERS PRESENT: A.M.Clausen, J. Butler, J. Hewitt, C. Kaufman

CIVIC AFFAIRS COMMITTEE MEMBERS EXCUSED: S. Havn, M. Kehrli

STAFF: L. Martin

TRUSTEES:

GUESTS:

1. Call to Order

The meeting was called to order at 5:20 p.m. by **Chair Clausen**.

2. Persons Desiring to be Heard

None

3. Approval of the June 9, 2015, Meeting Minutes

CLAUSEN recommended to amend the minutes as follows: Under "Civic Affairs Committee Members Excused," add "J. Butler." Motion by **KAUFMAN**, seconded by **BUTLER**, to approve the minutes as amended. Motion unanimously passed (4-0).

4. Mount Pleasant Day – Update

MARTIN reported that there are over 60 vendors; the vendor deadline is 9/8/15, at 5:00 p.m. We have \$13,050 in funds, with \$11,050 from sponsors and outside vendors. There is a surplus of \$3,200; the use of those surplus funds will be determined at a later date. Parking still needs to be coordinated, but most details are settled. Set up date is 9/18/15 and again on 9/19/15, from 6:00 a.m. to 8:30 a.m., with the event starting at 9:00. Cleanup will be for an hour or two following the end of event at 3:00 p.m. Vendors' open house is from 5:00 – 6:30 p.m., 9/9/15.

5. Sewer Bill Insert

After discussion, it was decided that the focus of the insert would be a review of the Mount Pleasant Day Event. Therefore, in order to list all the vendors and sponsors, and include a few photos, with an estimate of number in attendance, we would need to go with a two-sided insert. **CLAUSEN** will get a new quote from Lighthouse and talk with Annika about sharing the cost of insertion. A copy of insert needs to be delivered to the printer by Monday, 9/28/15. Agreed that use of Laura Gleason's design will work. **CLAUSEN** will ask her for a format that we can use, as she only has a pdf copy. Motion by **HEWITT**, seconded by **KAUFMAN**, to recognize the vendors and sponsors (names only) as featured businesses. Motion unanimously passed (4-0).

6. Mount Pleasant Community Guide

An update was given by **CLAUSEN** that a sales team was assigned. She had received three phone calls in three days. Six people are working on design elements. They have requested a spreadsheet list of businesses, contact names, phone numbers, and e-mail addresses. She has contacted **PIERCE** regarding this. **CLAUSEN** read the letter, to be signed by **GARSKI**, and sent to businesses on the list to be prepared. The deadline goal for completion and printing of the *2016 Community Profile* is before the end of 2015.

7. Updates & Discussion

a. Greening Racine

CLAUSEN reported that several months ago, she and **HAVN** had attended a couple of meetings of this organization, which is looking for businesses to promote environmental friendliness. **CLAUSEN** and **HAVN** promised to help. (We are using paper, rather than plastic, bags for Mount Pleasant Day.) While



**CIVIC AFFAIRS COMMITTEE
MEETING MINUTES**

September 8, 2015

there is no Green Committee in Mount Pleasant, Mount Pleasant has been acknowledged by Greening Racine (a County organization) for doing its part in keeping the environment safe. **BUTLER** proposed forming a Green Committee in Mount Pleasant. **CLAUSEN** agreed that this could be addressed at a future meeting.

b. Website Traffic – Goals & Objectives

CLAUSEN gave an update from **JENNIFER ROBERS**. She brought copies of three pages of printouts of website traffic records, which is trending upwards. Police Department, Parks and Recreation, Recycling and Compost Site and Mount Pleasant Day receive much viewing. **CLAUSEN** will forward additional valuable website information to each member. A discussion on what to do with this information will be scheduled for the next meeting.

c. Village History Page on Website

CLAUSEN deferred discussion on this as **HAVN** was not present.

8. Adjournment

Motion, at approximately 6:12 p.m., by **HEWITT** to adjourn. Motion seconded by **KAUFMAN**. Motion unanimously passed (4-0).

Next meeting is Tuesday, October 13, 2015, at 4:00 p.m.